

09735041.12100

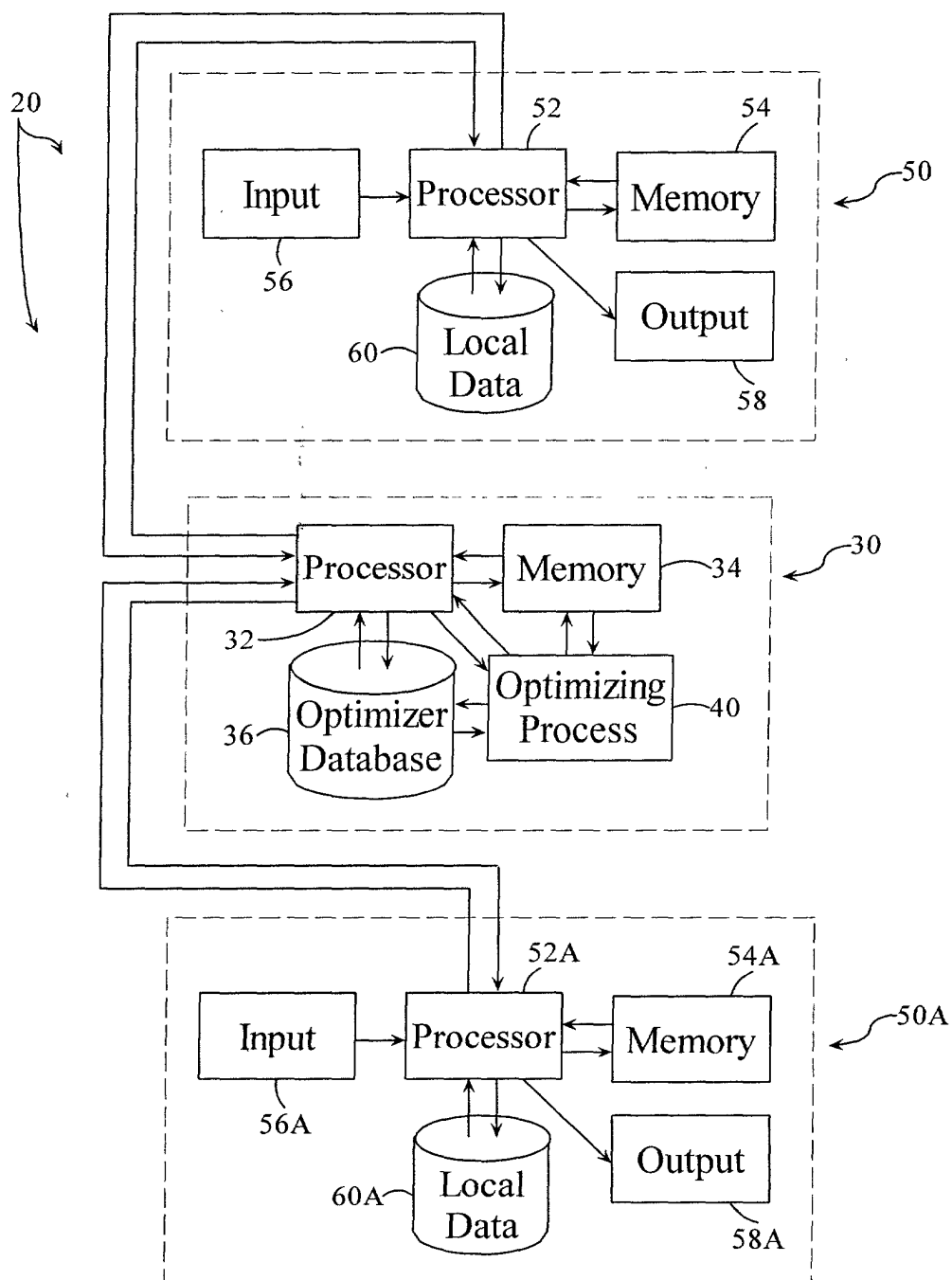


Figure 1

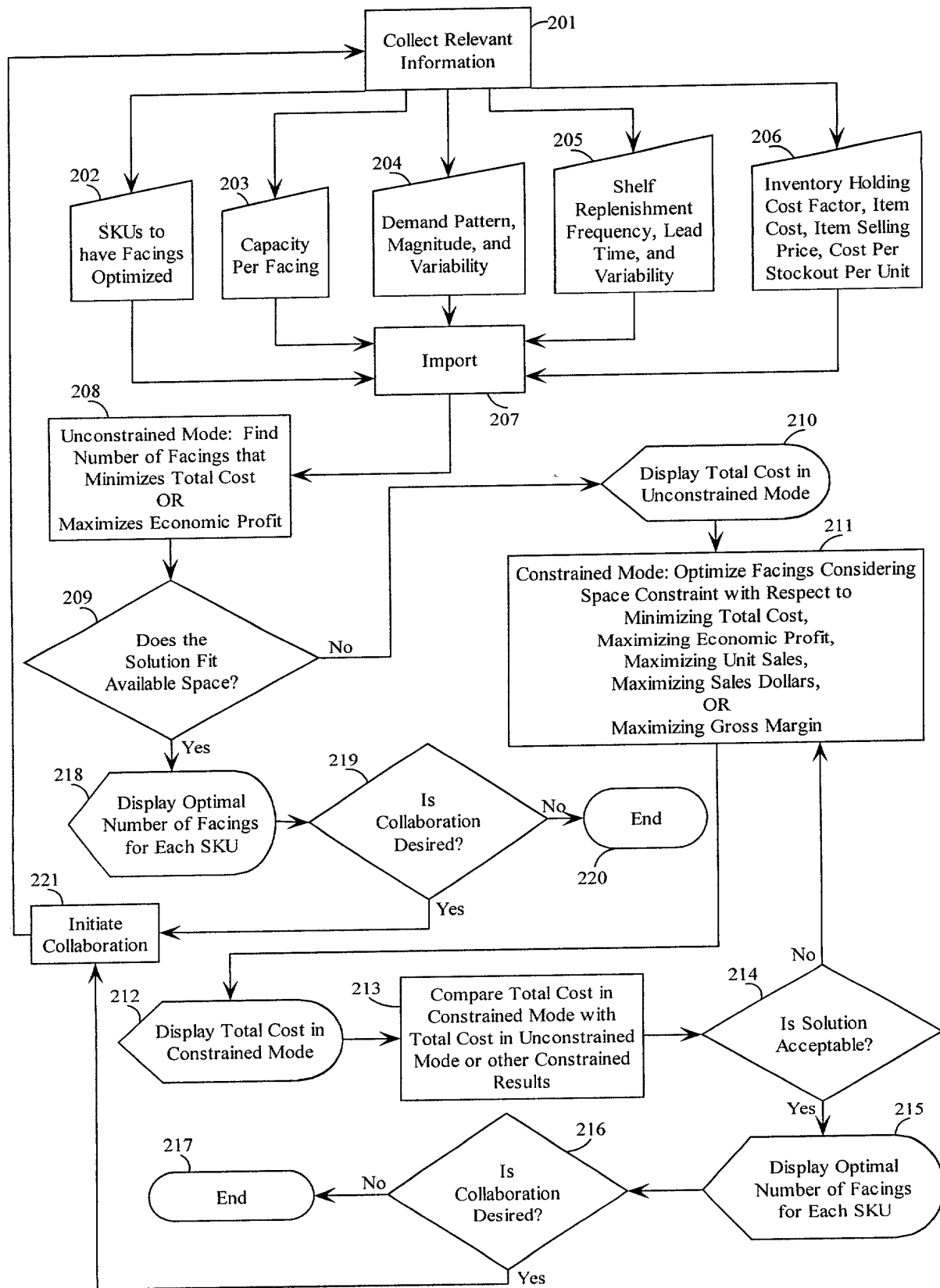


Figure 2

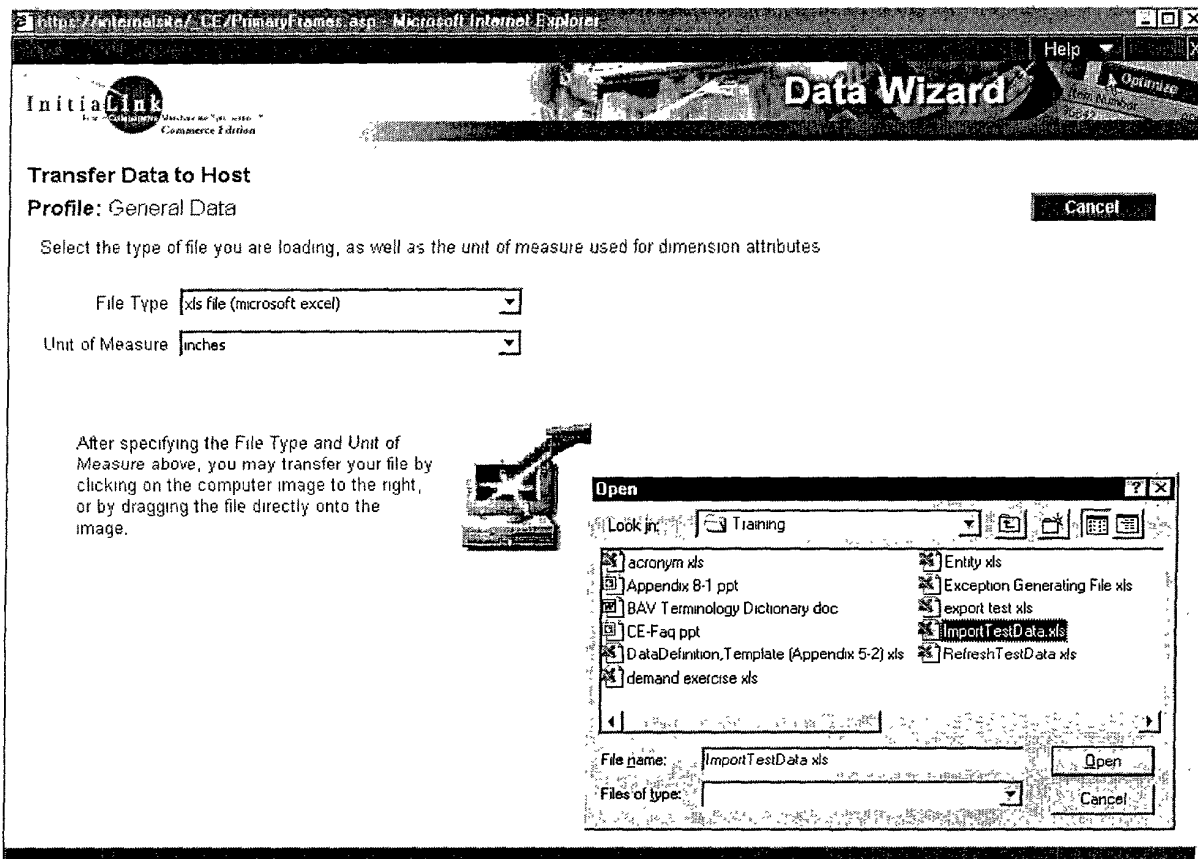


Figure 3

https://internalsite/\_CE/PrimaryFrames.asp - Microsoft Internet Explorer

InitialLink  
For Collaborative Merchandise Optimization™  
Commerce Edition

Data Wizard

Help

Optimize

Item Number

12345

### Data Mapping

Profile: General Data

Drag your **Source Data Fields** from the left to their corresponding match in the **Destination Data Fields** box on the right. A new entry will be created in the **Mapped Data Fields** box. Use the DELETE key to unmap a selection in **Mapped Data Fields**.

**Finish** **Cancel**

Source Data Fields	Destination Data Fields
Column	Input Field
Attribute9	CM Factor
AvgBasketProfit	CR Factor
AvgShopTripsPerWeek	Current Facings
CaseInnerPackOption	DC Inventory Cost
CMFactor	DC Labor Cost
CRFactor	DC Occupancy Cost
CurrentFacings	Depth
DCInventoryCost	Description
DCLabor	Equal Facings ID
DCOccupancyCost	Equal Facings Optn
Depth	Fixed Facing Optn
Description	Fixed Facing Qty
EqualFacingsGroupID	GM Factor
	Go to Compet %

Mapped Data Fields	
Column	
Input Field	
AvgDailyDemand	Avg Daily Demand
Brand	Brand
Category	Category
Cost	Cost

Figure 4

00735047.400

InitialLink - Microsoft Internet Explorer							
InitialLink Today		Tasks	Options	Who's Online	Logoff	Help	X
InitialLink The Collaborative Merchandise Supply Chain Commerce Edition		View Data					
Group: Filter: Name:		Modify Selection					
View Demand Rate		Create Scenario					
Location	UPC	SKU	Item Number	Description	Avg Daily Demand	ADD Std Deviation	
Arlington, VA	3128909	Toasted Oats Cereal, 16 oz	33549526	Toasted Oats Cereal, 16 oz	3.98	0.04	
Arlington, VA	3485402	American Grains Cereal, 16 oz	98588308	American Grains Cereal, 16 oz	9.03	0.80	
Arlington, VA	3519157	Bran Flakes Cereal, 16 oz	33668474	Bran Flakes Cereal, 16 oz	15.12	2.00	
Arlington, VA	3592406	Toasted Oats Cereal, 12 oz	41249610	Toasted Oats Cereal, 12 oz	16.92	2.00	
Arlington, VA	3756009	Roasted Honey and Nut Cereal, 16 oz	79217630	Roasted Honey and Nut Cereal, 16 oz	8.28	0.10	
Arlington, VA	3941493	Halloween Honey Flavor Cereal, 16 oz	33887048	Halloween Honey Flavor Cereal, 16 oz	3.98	0.70	
Arlington, VA	4414550	Raisin Bran Cereal, 20 oz	77466946	Raisin Bran Cereal, 20 oz	3.09	0.50	
Arlington, VA	4607998	Frosted Alphabet Shaped Cereal, 16 oz	89526608	Frosted Alphabet Shaped Cereal, 16 oz	9.03	2.00	
Arlington, VA	4659657	Cocoa Flavored Puffed Cereal, 16 oz	42192078	Cocoa Flavored Puffed Cereal, 16 oz	15.12	4.00	
Arlington, VA	6112364	Crunchy Bananna and Nut Cereal, 16 oz	93559511	Crunchy Bananna and Nut Cereal, 16 oz	3.98	1.00	
Arlington, VA	6120792	Chocolate Cookie Cereal, 16 oz	71699046	Chocolate Cookie Cereal, 16 oz	1.63	0.02	
Arlington, VA	7263615	Alphabet Shaped Cereal, 16 oz	61952753	Alphabet Shaped Cereal, 16 oz	9.03	4.00	
Arlington, VA	7407747	Raisin Bran Cereal, 25 oz	24011823	Raisin Bran Cereal, 25 oz	16.88	4.88	
Arlington, VA	8005434	Raisin Nut Flakes Cereal, 16 oz	75825013	Raisin Nut Flakes Cereal, 16 oz	7.02	2.00	
Arlington, VA	8006220	Raisin Nut Cereal, 16 oz	28241195	Raisin Nut Cereal, 16 oz	8.28	3.00	
Arlington, VA	8076482	Golden and Crispy Cereal, 16 oz	59123509	Golden and Crispy Cereal, 16 oz	4.66	2.00	
Arlington, VA	8994401	Crispy Waffle Cereal, 16 oz	41905159	Crispy Waffle Cereal, 16 oz	3.09	2.00	
Arlington, VA	9428458	Chocolate Flakes Cereal, 16 oz	61156784	Chocolate Flakes Cereal, 16 oz	3.13	1.00	
Forest Hills, VT	1067230	Softie Sun Rinse Fresh Fabric Softener, 16 oz	31658133	Softie Sun Rinse Fresh Fabric Softener, 16 oz	9.03	2.00	
Forest Hills, VT	1381072	Cuddle Spring Blossom Fabric Softener, 16 oz	89055514	Cuddle Spring Blossom Fabric Softener, 16 oz	7.02	1.00	
Forest Hills, VT	1524630	Softie Mtn Air Fabric Softener, 16 oz	2440564	Softie Mtn Air Fabric Softener, 16 oz	23.00	2.00	
Forest Hills, VT	170955	Nice and Puffy Mtn Fresh Fabric Softener, 16 oz	35150242	Nice and Puffy Mtn Fresh Fabric Softener, 16 oz	12.00	2.00	
Forest Hills, VT	1729207	Easy Flo Liquid Starch, 6 oz	98291524	Easy Flo Liquid Starch, 6 oz	13.00	2.02	
Forest Hills, VT	1764608	Cuddle Snuggle-up Fresh Fabric Softener, 16 oz	52181027	Cuddle Snuggle-up Fresh Fabric Softener, 16 oz	13.00	2.00	
Forest Hills, VT	1893647	Softie April Fresh Refill, 16 oz	44110817	Softie April Fresh Refill, 16 oz	9.03	1.00	
Forest Hills, VT	2207872	Cuddle Spring Blossom Fabric Softener, 16 oz	53782577	Cuddle Spring Blossom Fabric Softener, 16 oz	15.12	2.00	
Forest Hills, VT	2327243	Cuddle Spring Blossom Fabric Softener, 16 oz	90997654	Cuddle Spring Blossom Fabric Softener, 16 oz	16.92	2.00	
Forest Hills, VT	2993676	Softie Mtn Spring Fabric Softener, 16 oz	55701635	Softie Mtn Spring Fabric Softener, 16 oz	7.02	1.00	
Forest Hills, VT	3007121	Softie April Fresh Fabric Softener, 16 oz	66894197	Softie April Fresh Fabric Softener, 16 oz	8.28	1.00	
Forest Hills, VT	3035342	Cuddle Snuggle-up Fresh Fabric Softener, 16 oz	49814953	Cuddle Snuggle-up Fresh Fabric Softener, 16 oz	28.71	3.00	
Forest Hills, VT	3165121	Softie April Fresh Fabric Softener, 16 oz	26575729	Softie April Fresh Fabric Softener, 16 oz	13.00	2.00	

Figure 5

Figure 6

InitialLink - Microsoft Internet Explorer

InitialLink Today Tasks Options Who's Online Logout

InitialLink  
E-commerce Solutions  
Commerce Edition

Scenario Arlington Cereal Unconstrained

Save Optimize Add Items New Item Analysis Scenario List

Optimization Mode unconstrained

Objective minimize total cost

View Holding/Lost Sales Cost

Location	LPC	SKU	Current Facings	Optimal Facings	Cur Holding Cost	Cur Lost Sales	Cur Total Cost	Opt Holding Cost	Opt Lost Sales	Opt Total Cost
Arlington, VA	1130374	All Bran Cereal, 16 c	3	16	0.00	1241.78	1241.78	20.31	0.90	21.20
Arlington, VA	7263615	Alphabet Shaped Ce	2	5	0.00	1323.45	1323.45	13.23	2.04	15.27
Arlington, VA	3485402	American Grains Ce	3	5	1.02	670.20	671.22	8.02	0.00	8.02
Arlington, VA	1643732	Blueberry Cereal, 1	1	6	0.00	871.80	871.80	9.86	0.00	9.86
Arlington, VA	3519157	Bran Flakes Cereal,	4	18	0.00	2483.55	2483.55	14.79	0.45	15.24
Arlington, VA	6120792	Chocolate Cookie C	1	2	0.57	72.90	73.47	3.67	0.00	3.67
Arlington, VA	9428458	Chocolate Flakes C	1	2	0.21	304.80	305.01	3.71	0.60	4.31
Arlington, VA	4659657	Cocoa Flavored Puf	4	14	0.00	3595.68	3595.68	23.57	0.66	24.23
Arlington, VA	8994401	Crispy Waffle Cere	1	3	0.83	278.52	279.35	8.15	0.00	8.15
Arlington, VA	6112364	Crunchy Bananna a	1	5	0.00	811.20	811.20	9.14	0.60	9.74
Arlington, VA	2244578	Crunchy Cranberry	4	7	0.00	1816.62	1816.62	12.60	0.00	12.60
Arlington, VA	4607998	Frosted Alphabet S	3	5	0.00	850.17	850.17	10.57	1.53	12.10
Arlington, VA	1871226	Fruity Flakes Cere	2	4	0.00	370.80	370.80	5.12	0.00	5.12
Arlington, VA	8076482	Golden and Crispy C	2	2	6.50	0.00	6.50	6.50	0.00	6.50
Arlington, VA	3941493	Halloween Honey Fl	2	4	0.00	865.20	865.20	4.25	0.00	4.25
Arlington, VA	1238349	Honey Flavored Sh	4	6	1.27	1373.94	1375.21	11.89	2.04	13.93
Arlington, VA	1515096	Honey Flavored Sh	1	8	0.00	1994.52	1994.52	11.60	0.00	11.60
Arlington, VA	4414550	Raisin Bran Cereal,	2	6	0.00	447.75	447.75	7.82	0.45	8.27
Arlington, VA	7407747	Raisin Bran Cereal,	7	12	5.03	1122.00	1127.03	23.33	1.98	25.31
Arlington, VA	8006220	Raisin Nut Cereal, 1	4	7	2.77	325.80	328.57	12.07	0.90	12.97
Arlington, VA	1197016	Raisin Nut Cereal, 3	3	15	0.00	2207.25	2207.25	20.44	0.00	20.44
Arlington, VA	8005434	Raisin Nut Flakes Ce	1	9	0.00	1537.20	1537.20	14.30	1.80	16.10
Arlington, VA	3756009	Roasted Honey and	2	6	0.00	1994.52	1994.52	4.28	0.00	4.28
Arlington, VA	3592406	Toasted Oats Cere	4	9	0.00	3149.76	3149.76	12.65	0.00	12.65
			66	179	26.78	29709.40	29736.18	276.99	13.95	290.94

Figure 7

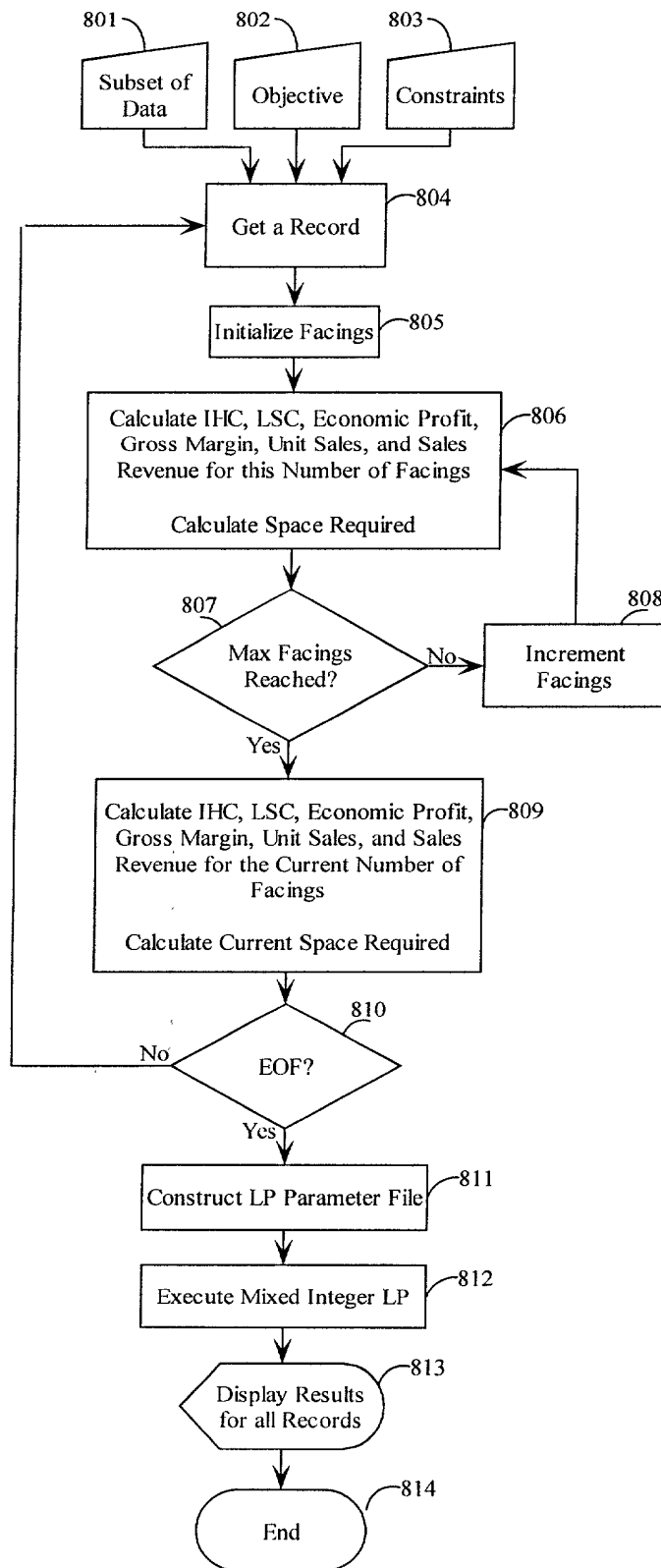


Figure 8



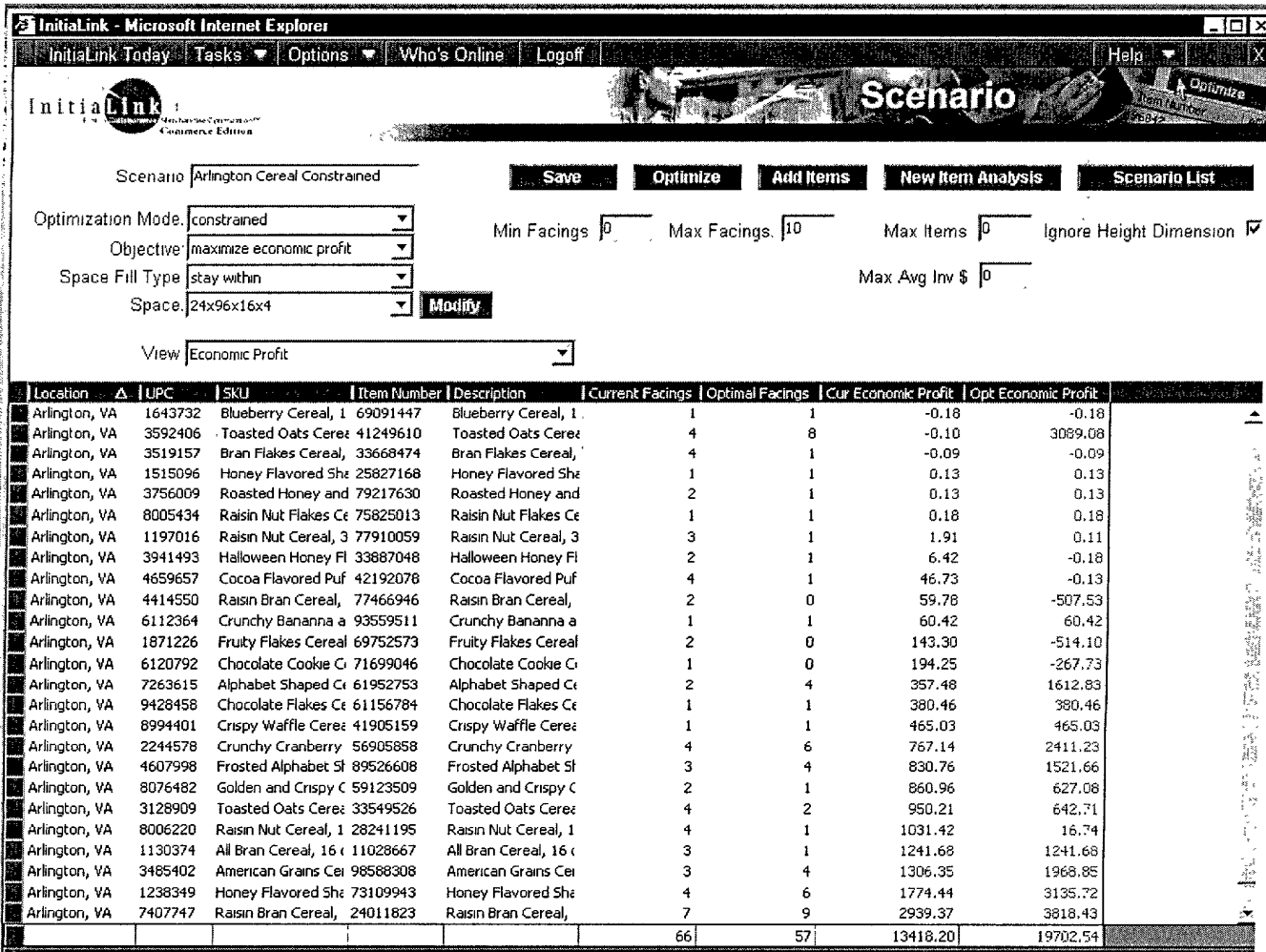


Figure 9

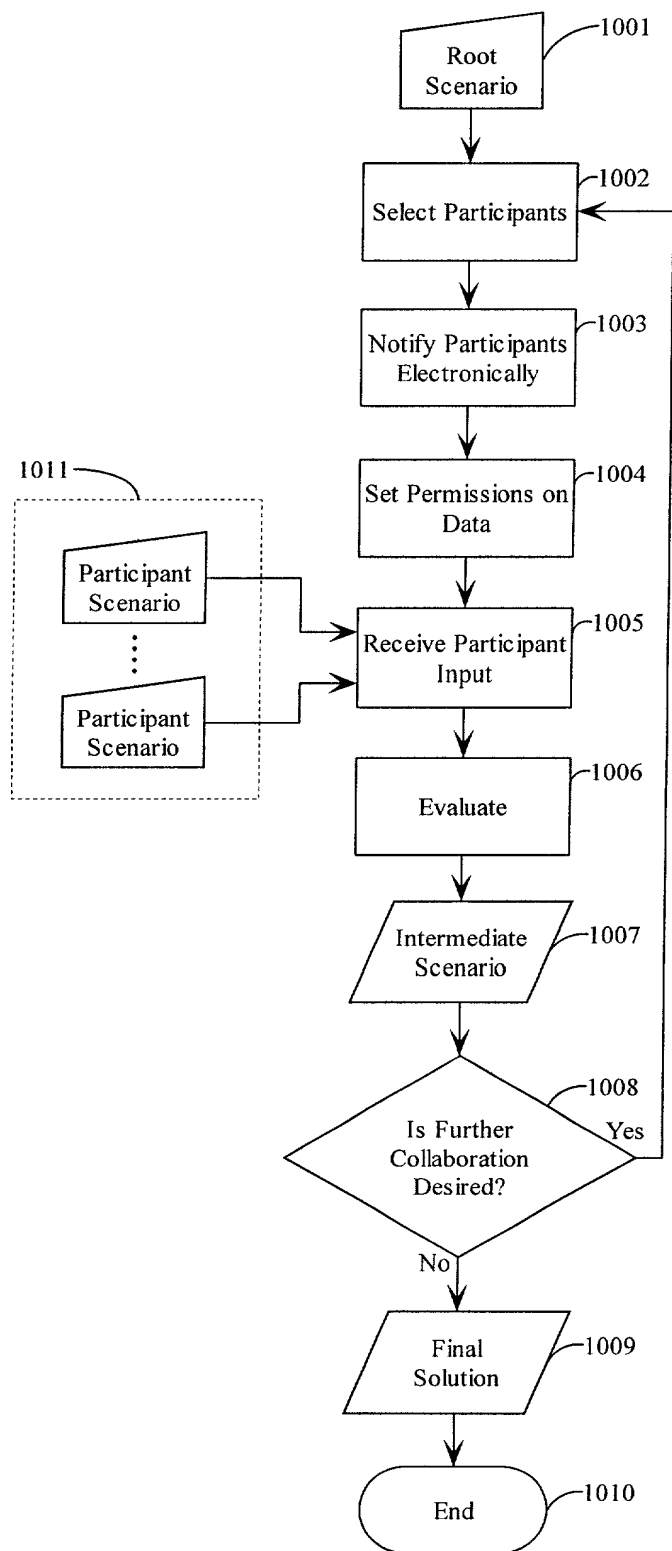


Figure 10

https://internalsite/\_CE/PrimaryFrames.asp - Microsoft Internet Explorer

InitialLink  
Part of Collaboration  
Commerce Edition

Collaboration Setup

### Permissions

**Collaboration: Arlington Cereal**

The following lists both the products that have been chosen to collaborate on and the users that have been invited to join. You can permission users to see certain products by selecting the appropriate cell and setting the value to "full access".

Finish Cancel

Location	Item Number	UPC	SKU	vendorrep@distributor.com	manufacturer@somemanufacturer.com	spacemgr@retailer.com
Arlington, VA	11028667	1130374	All Bran Cereal, 16 oz	full access	hidden	full access
Arlington, VA	77910059	1197016	Raisin Nut Cereal, 32 oz	full access	hidden	full access
Arlington, VA	73109943	1238349	Honey Flavored Shapes C	full access	hidden	full access
Arlington, VA	25827168	1515096	Honey Flavored Shapes C	full access	hidden	full access
Arlington, VA	69091447	1643732	Blueberry Cereal, 13.5 oz	full access	hidden	full access
Arlington, VA	69752573	1871226	Fruity Flakes Cereal, 13 c	full access	hidden	full access
Arlington, VA	56905858	2244578	Crunchy Cranberry and M	full access	hidden	full access
Arlington, VA	33549526	3128909	Toasted Oats Cereal, 18	full access	hidden	full access
Arlington, VA	98588308	3485402	American Grains Cereal, 1	full access	hidden	full access
Arlington, VA	33668474	3519157	Bran Flakes Cereal, 16 oz	full access	hidden	full access
Arlington, VA	41249610	3592406	Toasted Oats Cereal, 12	full access	hidden	full access
Arlington, VA	79217630	3756009	Roasted Honey and Nuts	full access	hidden	full access
Arlington, VA	33887048	3941493	Halloween Honey Flavore	full access	hidden	full access
Arlington, VA	77466946	4414550	Raisin Bran Cereal, 20 oz	hidden	full access	full access
Arlington, VA	89526608	4607998	Frosted Alphabet Shapec	hidden	full access	full access
Arlington, VA	42192078	4659657	Cocoa Flavored Puffed C	hidden	full access	full access
Arlington, VA	93559511	6112364	Crunchy Bananna and N	hidden	full access	full access
Arlington, VA	71699046	6120792	Chocolate Cookie Cereal,	hidden	full access	full access
Arlington, VA	61952753	7263615	Alphabet Shaped Cereal,	hidden	full access	full access
Arlington, VA	24011823	7407747	Raisin Bran Cereal, 25 oz	hidden	full access	full access
Arlington, VA	75825013	8005434	Raisin Nut Flakes Cereal,	hidden	full access	full access
Arlington, VA	28241195	8006220	Raisin Nut Cereal, 16 oz	hidden	full access	full access
Arlington, VA	59123509	8076482	Golden and Crispy Cereal	hidden	full access	full access
Arlington, VA	41905159	8994401	Crispy Waffle Cereal, 13.	hidden	full access	full access
Arlington, VA	61156784	9428458	Chocolate Flakes Cereal,	hidden	full access	full access

Figure 11

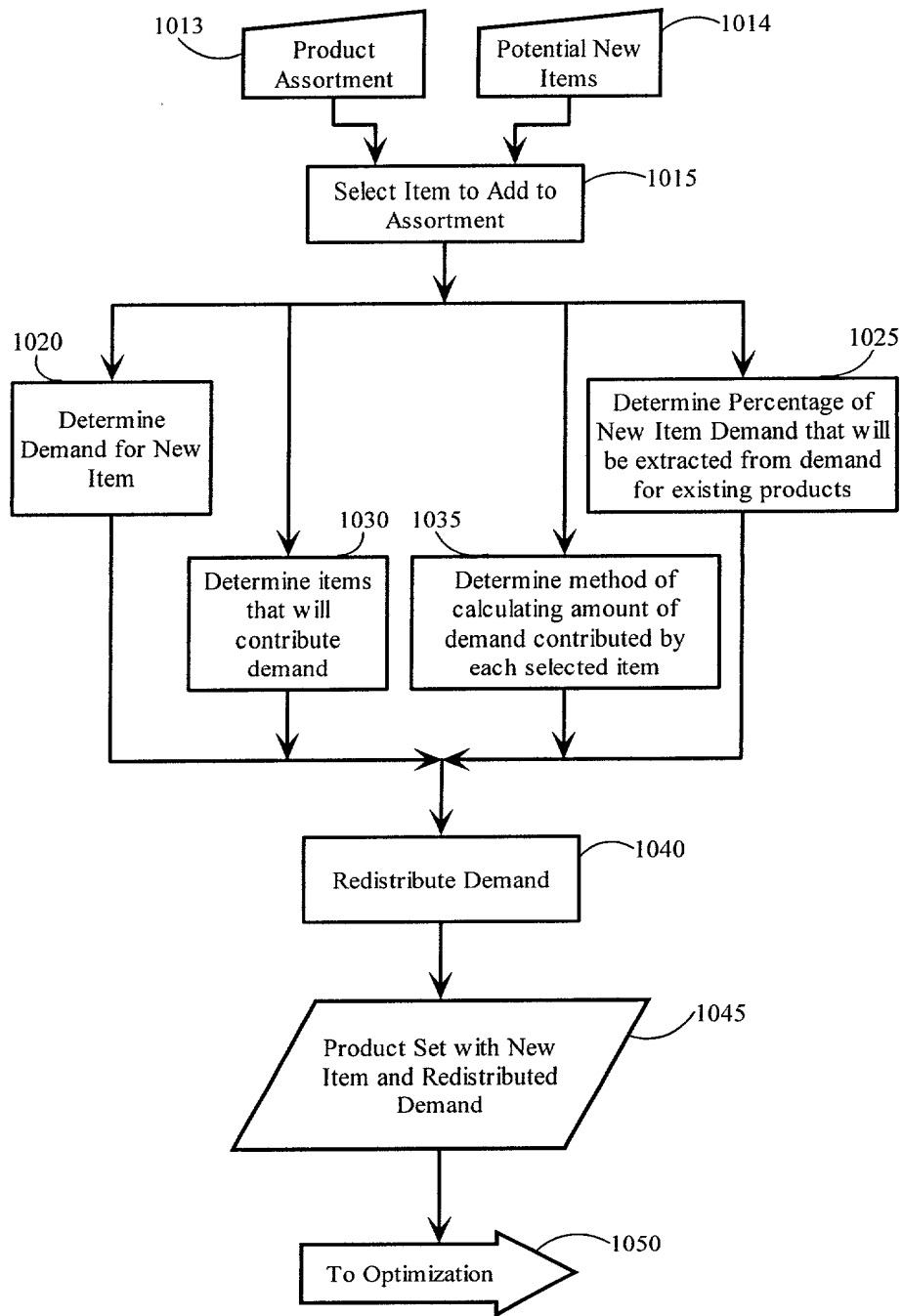


Figure 12

**Demand Redistribution (New Item)**

New Item

1065 Description: New Item

1070 Category: Detergent

1075 Segment: Clothes

1080 Subsegment: Powder

1085 Size: 32 oz

1090 Brand: Tide

1100 UPC: 1000012

1105 Price: 2.89

1110 Avg Daily Demand: 29

$\times 100\% = 29$  Demand to Extract

**Make Like Item** Tide w Bleach

Extract the demand from: All items in the same Category/Segment

Extract the demand based upon: Proportion of item value

OK Cancel

Figure 13

Figure 14

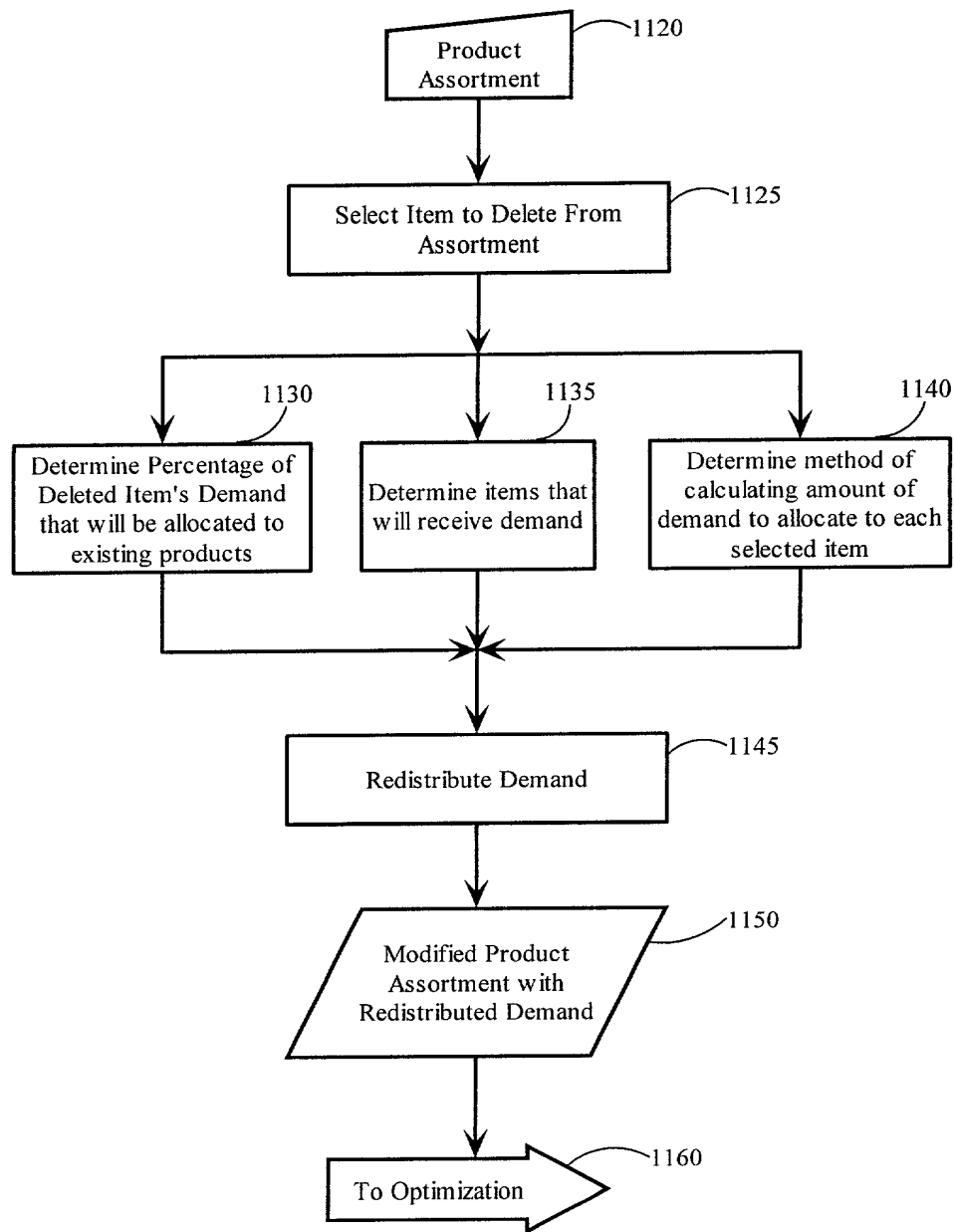


Figure 15





**Demand Redistribution**

Item with demand to redistribute: 1180 Tide w Bleach Alternative 1185 32 oz 1170

Size/Category/Segment/Subseg: Detergent Clothes Powder 1190

Demand to redistribute: 33 X 60 % = 19.8 1195

Apply the demand to: Items selected by consumer response switching behaviors 1200

Allocate demand by: Similarity in value 1205

**Consumer response switching items:**

Switch Brand: (Same item/size)	Switch Product: (Same brand/size)	Switch Size: (Same brand/item)
0.17	0.33	0.50
1000016 Cheer w Bleach Alt 1000018 Cheer w Bleach 1000020 Cheer 1000022 All w Bleach Altern 1000024 All w Bleach 1000026 All	1000012 Tide w Bleach 1000014 Tide	1000011 Tide w Bleach Alter
<span>1215</span>	<span>1220</span>	<span>1225</span>

To delete an item, select it and press DEL

Reset

To add an item, drag it from this list...

1000010	Tide w Bleach Alternative	32 oz	▲
1000011	Tide w Bleach Alternative	16 oz	▼
1000012	Tide w Bleach	32 oz	
1000013	Tide w Bleach	16 oz	
1000014	Tide	32 oz	
1000015	Tide	16 oz	
1000016	Cheer w Bleach Alternative	32 oz	
1000017	Cheer w Bleach Alternative	16 oz	
1000018	Cheer w Bleach	32 oz	
1000019	Cheer w Bleach	16 oz	▼

OK Cancel

Figure 17